

Factors Influencing the Continuance Usage of FinTech Products: The Case of E-Wallet Apps in Jordan

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Abstract

This study explores the key factors influencing the continuance usage of financial technology (FinTech) products, specifically e-wallet applications, in Jordan. By integrating constructs from the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) and the Information System Success (ISS) model, this paper investigates how performance expectancy, and habit shape continuous usage behavior with a specific focus on user satisfaction as a mediate factor between system quality and usage. Survey data from active e-wallet users in Jordan are analyzed. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to investigate the relationships among the variables. The results confirm that both performance expectancy, and habit positively influence CU. The results support the significant effect of the mediating effect of user satisfaction. The findings offer theoretical and practical insights for FinTech developers, banks, and policymakers seeking to improve user retention and long-term engagement with e-wallet platforms.

Keywords: FinTech, E-Wallets, Jordan, UTAUT2, Information System Success Model, Continuance Usage

Introduction

Background of the Study

The rise of FinTech has transformed the financial services landscape in the Middle East, particularly in Jordan, where the adoption of mobile-based financial solutions such as e-wallets has increased. While initial adoption has been the focus of several studies, understanding what drives users to continue using these applications remains an underexplored area. This study investigates the factors influencing the continuance usage of e-wallet apps in Jordan by integrating the UTAUT2 framework and the Information System Success (ISS) model. Since the e-wallet app is still at the beginning stage in Jordan, as in other developing countries, it is affirmed to consider the antecedents' factors that directly influence intentions, which in turn affect usage toward such apps (Al-Okaily, 2025)

Problem Statement

According to (Hammouri et al., 2023), while e-wallet acceptance is increasing in Jordan, it is still in its early stages compared to other nations. Jordan has a few e-wallet providers, including local ones like Zain Cash, Orange Money, Uwallet, and Dinark, as well as regional ones like PayFort. Since the e-wallet app is still at the beginning stage in Jordan, as in other developing countries, it is affirmed to consider the antecedents' factors that directly influence continuous usage (Al-Okaily, 2025). Consequently, the examination of user's intention to use e-wallet seems a more appropriate variable to be measured, specifically at the first stages of introducing innovation and within a voluntary context (Al-Okaily et al., 2023). In addition, the individual behavior intention toward using a particular information system or technology is a strong predictor for future use.

Theoretical Background and Literature Review

Electronic payment wallet apps (otherwise known as e-wallet payment apps) which are under the umbrella of digital payment systems can be viewed as electronic financial accounts that mobile phone users download and use to transfer and receive money, pay bills, save, do online shopping and perform other financial uses (Central Bank of Jordan [CBJ], 2023). Specifically, an e-wallet account is a virtual account opened at the payment service providers in favor of unbanked citizens to enable them to carry out mobile payment transactions. Generally, e-wallets apps are believed to provide a proper environment to conduct online financial transactions as an alternative to traditional payment transactions and reduce the cases of physical interaction between citizens and institutions, as well as decrease the transactional costs for a wider segment of citizens (Jordan Payments and Clearing Company [JOPACC], 2020).

The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), proposed by (Venkatesh et al., 2002), extends the original UTAUT by including variables such as hedonic motivation, price value, and habit. For this study, we focus on performance expectancy, and habit, which are more relevant to utilitarian FinTech applications.

The Information System Success Model (DeLone & McLean, 2003) emphasizes system quality, information quality, and service quality as key components affecting user satisfaction and intention to use. Combining UTAUT2 and ISS models offers a holistic approach to understanding both technological and experiential factors influencing continuance usage.

Research Methodology

Research Design

a quantitative research method was adopted to test the current study model, with an online survey to collect data from actual users of e-wallet apps in Jordan. The target population in the current study consisted of all the users who had experience using e-wallet apps in Jordan. The survey measured constructs such as performance expectancy, and habit, system quality, mediation user satisfaction, and continuance usage intention using a 5-point Likert scale. Data were analyzed using partial least squares structural equation modeling (PLS-SEM) to test hypothesized relationships and mediations.

Data Collection

Online self-administered questionnaires will be distributed via multiple social media channels and digital platforms. The questionnaire items were adapted from validated scales to ensure reliability and construct validity. The survey will target individual users to gather insights into their experiences, motivations, and challenges related to e-wallet continuous usage. Thus, e-wallet users from various races, occupations, and backgrounds in Jordan were selected for this research.

Data Analysis

The collected data were analyzed using PLS-SEM to examine the hypothesized relationships. Descriptive statistics, correlation matrices, and regression models were employed to provide empirical support for the study's theoretical framework.

Analysis and Results

Hypothesis Testing

Using PLS-SEM, the study tested the following hypotheses:

- H1: Performance expectancy significantly affects the E-Wallet continuous usage in Jordan. (Supported).
- H2: Habit significantly influences consumers' E-Wallet continuous usage in Jordan (Supported).
- H3: Satisfaction significantly mediate the relationship between System quality and continuous use of E-wallet in Jordan. (Supported).

Statistical Tables

Variable	Mean	Standard Deviation
Performance Expectancy	3.32	1.18
Habit	3.67	1.28
Satisfaction	3.79	1.25
System Quality	3.15	1.20

Purpose: The descriptive statistics table provides a summary of the central tendency and variability of the key variables in the study. It focuses on four critical variables— Performance Expectancy (PE), Habit (HA), Satisfaction (SA) and System Quality (SQ), that are considered essential in evaluating the continues usage in Jordan context. The mean reflects the average value respondents assigned to each variable, indicating their general perception or rating of each aspect. The standard deviation measures the degree of variability in these perceptions, indicating the extent to which respondents' views diverge from the average.

Interpretation

user satisfaction recorded the highest mean score ($M = 3.79$), indicating that, overall, users were relatively satisfied with their experiences using e-wallet platforms. This suggests that existing users perceive the services as meeting their expectations and delivering acceptable value. **Habit** followed closely with a mean of 3.67, reflecting the extent to which using e-wallets has become a routine or automatic behavior for users. This aligns with the UTAUT2 perspective, which emphasizes habit as a critical driver of technology continuance. **Performance expectancy** defined as the degree to which users believe that using the technology will help them achieve benefits—had a moderate mean score of 3.32. While this

reflects a generally positive outlook, it suggests that some users may still question the functional value or effectiveness of e-wallet apps in fulfilling their financial needs. Lastly, **system quality** had the lowest mean score ($M = 3.15$), pointing to user concerns regarding the reliability, usability, or responsiveness of the e-wallet systems.

Relationships	Path Coefficient	t-Value	p-Value
Performance Expectancy → Continuous Usage	0.396	3.780	0.000
Habit → Continuous Usage	0.439	4.954	0.000
Satisfaction → Continuous Usage	0.047	2.660	0.008

Purpose: The hypothesis testing table utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the strength and significance of relationships between the key independent variables (Performance Expectancy, Habit, and Satisfaction) and the dependent variable, Continuous usage. The table highlights three relationships that were examined, including their respective path coefficients, t-values, and p-values.

Path Coefficient: This reflects the strength and direction of the relationship between the independent variable and the dependent variable (Continuous Usage). The path coefficient can range from -1 to 1, where values closer to 1 indicate a strong positive relationship and values closer to -1 indicate a strong negative relationship.

- **t-Value:** The t-value measures the statistical significance of the path coefficient. Typically, a t-value greater than 1.96 (in a two-tailed test) is considered statistically significant, indicating that the relationship between variables is not due to random chance.

- **p-Value:** The p-value quantifies the probability that the relationship observed in the data occurred by chance. A p-value less than 0.05 typically indicates a statistically significant result.

Interpretation

PE → CU (Path Coefficient = 0.396, p = 0.000): The study found a relatively substantial positive correlation ($\beta = 0.396$) between performance expectancy and continued usage intention of e-wallet applications in Jordan. This shows that consumers who see e-wallets as effective instruments for improving their financial transaction efficiency are more inclined to keep using **them**. In other words, when consumers perceive that e-wallet apps help them achieve better, faster, or more convenient outcomes such as paying bills, moving money, or making purchases. They are more likely to sustain their engagement with these digital platforms.

HA → CU (Path Coefficient = 0.396, p = 0.000): The findings reveal a positive and relatively strong relationship between habit and continuous usage of e-wallet applications, as indicated by the path coefficient of $\beta = 0.439$. This suggests that when the use of e-wallets becomes part of a user's routine or daily behavior, it significantly increases the likelihood of continued usage over time. Habit, as conceptualized in the UTAUT2 model (Venkatesh et al., 2012), reflects the degree to which individuals perform behaviors automatically due to prior learning or repeated experiences.

SA → CU (Path Coefficient = 0.047, p = 0.008): The analysis reveals a statistically significant relationship between user satisfaction and continuous usage intention of e-wallet applications, with a path coefficient of $\beta = 0.047$, a t-value of 2.660, and a p-value of 0.008. Although the direct effect size is relatively modest, its significance indicates that user satisfaction plays a meaningful role in shaping the intention to continue using e-wallets in Jordan. Importantly, satisfaction serves as a mediating variable in the relationship between system quality and continuous usage. When users perceive the system to perform well technically, they are more likely to feel satisfied, and this positive evaluation enhances their willingness to persist in using the service.

Conclusion

This study looked at the important elements that influence the continued use of e-wallet applications in Jordan, combining constructs from the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) and the Information System Success (ISS) model. The findings provide important insights into how users perceive and interact with FinTech services in a developing digital economy. Among the predictors assessed, habit demonstrated the strongest positive influence on continuous usage ($\beta = 0.439$), highlighting the power of behavioral repetition and routine in sustaining user engagement. Performance expectancy also showed a significant effect ($\beta = 0.396$), indicating that users are more likely to continue using e-wallets when they perceive clear performance benefits and functional value Recommendations.

Moreover, user satisfaction, although with a smaller direct effect ($\beta = 0.047$, $p = 0.008$), was found to play a mediating role in the relationship between system quality and continuous usage. This emphasizes that, while consumers are concerned about the system's technical performance (e.g., speed, dependability, ease of use), it is their overall pleasure with the service that ultimately drives continued use. This mediation aligns with the assumptions of the ISS model and underlines the need of not only constructing technically strong platforms but also delivering great user experiences.

Overall, our findings indicate that a multidimensional approach one that incorporates behavioral, perceptual, and technical factors is crucial for improving customer retention in the FinTech sector. The implications for Jordan's e-wallet providers and legislators are clear: encouraging user habits, increasing perceived utility, and improving system quality through seamless user experiences are critical measures for long-term adoption.

The findings enhance both theoretical frameworks and practical applications by incorporating post-adoption behavior and psychological security issues into technology adoption models. The study presents practical recommendations for service providers and policymakers to promote usability, strengthen trust, and improve system quality to ensure sustained user involvement in Jordan context.

Recommendations

1. Government agencies, particularly the Central Bank of Jordan (CBJ), should continue strengthening regulatory frameworks that ensure transaction security, protect user data, and provide legal recourse for disputes. Clear and enforceable consumer protection policies will enhance user trust and satisfaction.

2. Service Providers should Enhance system quality by providing quick, secure, and user-friendly platforms that reduce technical difficulties.
3. Policy makers should Expand digital infrastructure to ensure reliable internet and mobile access, especially in underserved regions.

Future Research Directions

Future research could build on these findings by including longitudinal data or investigating additional moderating variables like trust, digital literacy, and financial inclusion levels. This study adds to the expanding body of knowledge about FinTech acceptance and provides a practical roadmap for improving the sustainability of digital financial services in emerging nations.

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